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MEDIA CONTACTS:

Shane Sumrow (Mrs Baird's)

214-930-1139, shane@prexperts.net

Eddie Owens (United Supermarkets)

O: 806.788.4863 C: 806.928.0462

ewens@unitedtexas.com

New Program Honoring Teachers Comes To The South Plains

LUBBOCK, TX (September XX, 2012) – Texas traditions Mrs Baird's Bread and United Supermarkets are proud to announce the Teachers On The Rise program for the 2012-2013 school year. This new program honors the outstanding teachers throughout the South Plains through nominations by their students.

Throughout the school year, students can log onto www.MrsBTeacher.com to fill out a brief entry on why their teacher(s) deserve special recognition. Every month, one teacher in elementary, one teacher in middle school/junior high and one high school teacher will be named a Teacher On The Rise. Winning teachers will receive a \$100 United Supermarkets/Market Street/Amigos gift card and a \$100 VISA gift card. The student who nominates a winning teacher will also receive a \$50 VISA gift card. Nominations start fresh every month, so students are encouraged to keep nominating their teachers throughout the school year.

"We know our teachers do great things in the classroom every day, but many times these deeds go unnoticed and unrecognized," said Mrs Baird's Director of Sales Jerry Cureton. "The Teachers On The Rise program honors these teachers who go above and beyond the call of duty for their students and we are proud to bring this program to the South Plains."

Mrs Baird's Bread started the Teachers On The Rise program last year in Northwest Arkansas. The program was so successful, the company decided to expand to one of their Texas markets choosing the Lubbock area.

The Teachers On The Rise program is also sponsored by United Supermarkets, Market Street and Amigos. Additional sponsors include The Texas Classroom Teachers' Association, 102.5 KISS-FM and KOOL 98.

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“We are delighted that Mrs Baird’s asked us to be a sponsor of this worthwhile endeavor,” said Shelby Crews, community relations manager for United Supermarkets, LLC. “Our classroom teachers are the unsung heroes of our communities, and we believe Teachers On The Rise is a great way to recognize them for their outstanding service to their students and schools.”

Follow the Teachers On The Rise Program throughout the school year, including the latest monthly winners at the Mrs Baird’s and United Supermarkets Facebook pages: www.facebook.com/mrsbairds and www.facebook.com/unitedwesttexas

About Mrs Baird’s

Mrs Baird’s is produced by Bimbo Bakeries USA (BBU). A leader in the baking industry, BBU is known for its category leading brands, innovative products, freshness and quality. Our team of more than 28,000 U.S. associates operates 75 manufacturing locations in the United States and 13,500 distribution routes delivering our leading brands such as Arnold®, Bimbo®, Boboli®, Brownberry®, Entenmann's®, Francisco®, Freihofer's®, Heiners®, Marinela®, Oroweat®, Sara Lee®, Stroehmann®, Thomas'®, and Tia Rosa.®

About United Supermarkets

Now in its 96th year of operation, United Supermarkets, LLC, is a Texas-based, family-owned grocery chain with stores in 30 markets across north and west Texas. A self-distributing company with its headquarters in Lubbock and distribution centers in Lubbock and Roanoke, United currently operates 51 stores under four distinct formats: [United Supermarkets](#), [Market Street](#), [Amigos](#) and United Express. The company’s 52nd store – a fourth-generation Market Street location – is currently under construction in Lubbock.

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